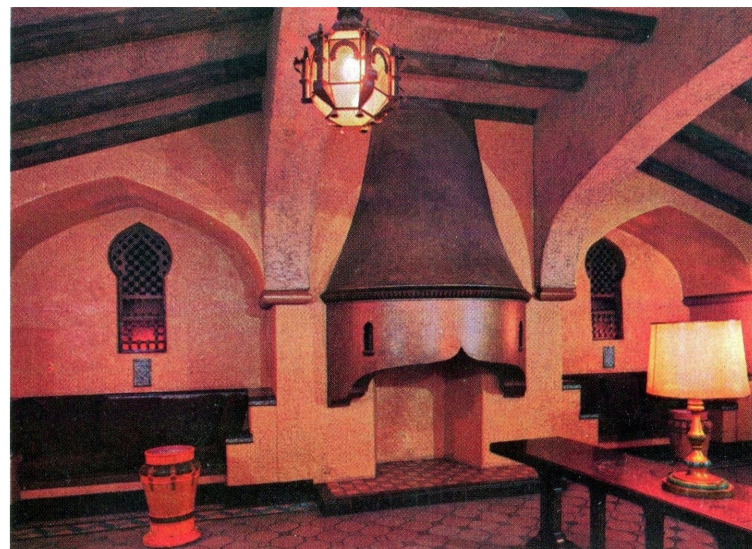
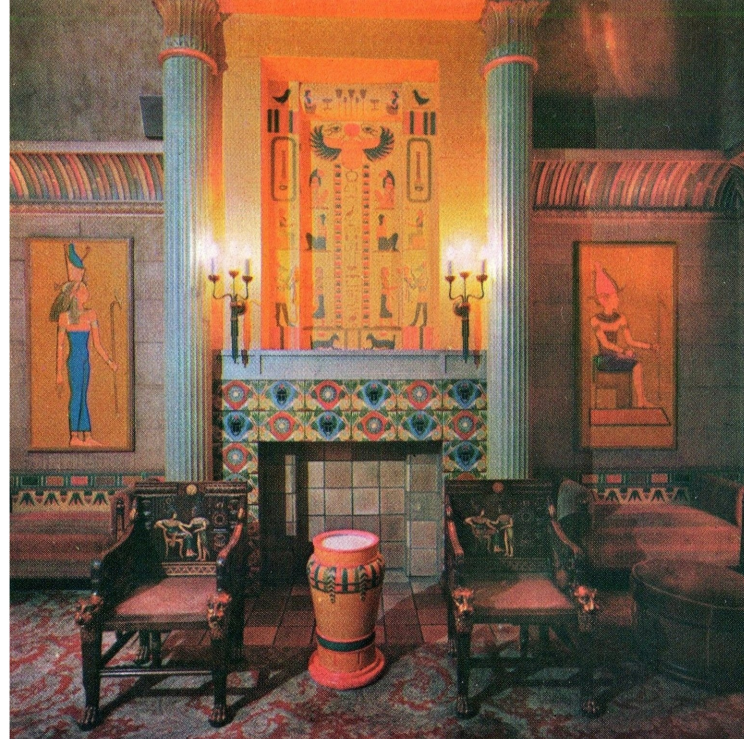






The Fabulous Fox

Fabulous! When you say "fabulous" in Atlanta you can mean only *The Fabulous Fox Theatre*, second in size in the United States only to the famous Radio City Music Hall, and second to none as one of the nation's leading showplaces.

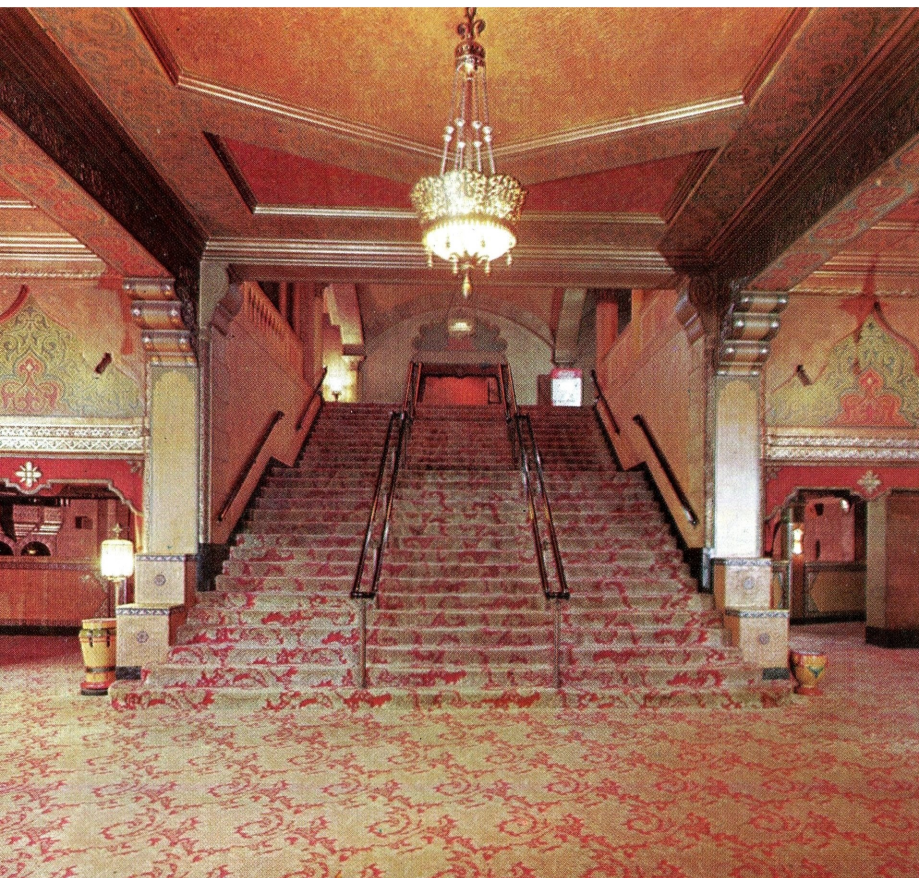
This exciting and sumptuous theatre commands an entire area on Atlanta's famed Peachtree Street as a fortress might command a plain. It dominates the entertainment field in Atlanta in the same way Atlanta dominates the South.

Today, it is one of the most prosperous motion picture theatres in the world and in any good week it will entertain more customers than any showplace other than the Music Hall.

Without qualification, the Fox is Atlanta's most popular entertainment place. In New York, the place to go is Shubert Alley and the Broadway plays; in Atlanta, it is the Fox.

When the Fox was constructed, it was designed as the theatre of the future. It was built to seat 4,500 persons before the population explosion hit Atlanta. Parking facilities surrounding the great building were designed to hold capacity audiences before the two-car garage was ever heard of. And the size and acoustics of this great showplace were so ingeniously designed that CinemaScope, Stereophonic Sound and other modern motion picture miracles were incorporated into its system with ease.

Because of its unique concept and far-reaching design, the Fabulous Fox has outlived the passing of the golden age of the movie palace. The famed Roxy Theatre in New York has been torn down to make way for a parking lot. The San Francisco Fox and the Los Angeles Palace are no more. But



the Fox was a theatre of the future and many modern, new theatres still have not caught up with it. It has outlived its contemporaries and is still ahead of most new theatres.

The Fox boasts the largest curved indoor Cinemascope screen in the world, vies with Radio City over which has the larger organ, has an orchestra pit which requires three elevators to raise it and its elaborate Moorish decor contains more than \$35,000 in 14-karat gold.

Because of its size and convenience (only a few blocks from the crowded downtown area) the Fox has become more than just a theatre in Atlanta. It is a way of life. School children tour its cavernous rooms and intriguing interiors. Georgia Tech and other schools conduct commencement exercises on its immense stage and the Metropolitan Opera has performed for years on its stage. It can truthfully be said that much of this is a credit to its builders, who recognized that as the city grew, the Fox must retain its accessibility and convenience. The Fabulous Fox was literally designed so the city could grow up to it.

Great care has always been used to maintain the theatre and today it has been modernized once more. Recently all the seats on the main floor were replaced with luxurious new burgundy red lounge chairs. And yet, despite its sprawling seating capacity, the theatre still has more leg room between its rows than any other theatre in the city.

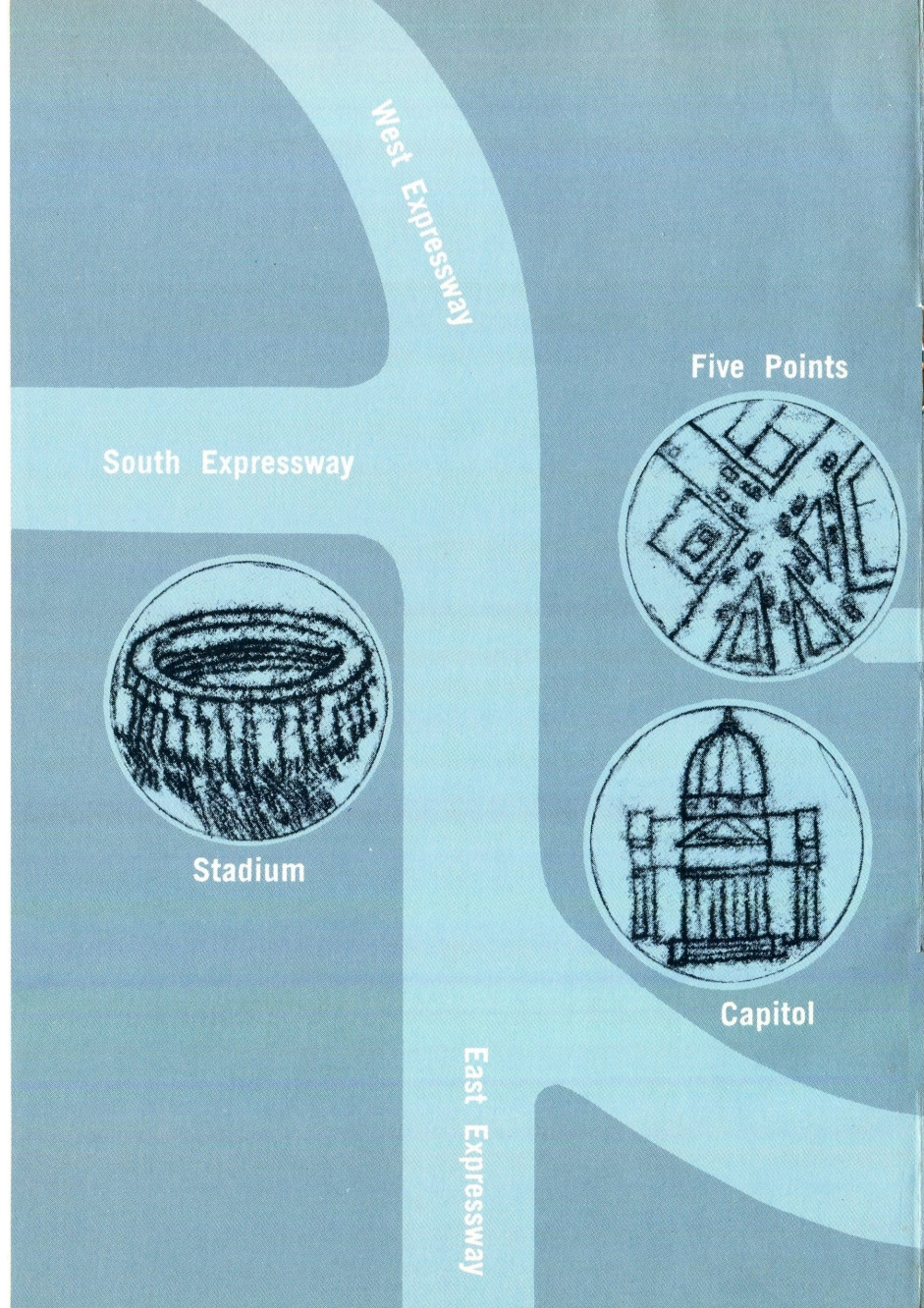
The theatre, from a practical standpoint, has three elevators, two freight elevators, a little theatre, a broadcasting studio and showers in its seven floors of dressing rooms.



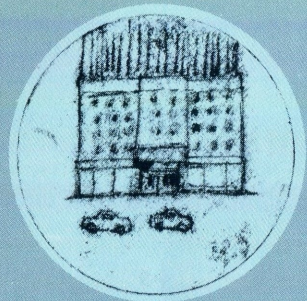


The Convenient Showplace

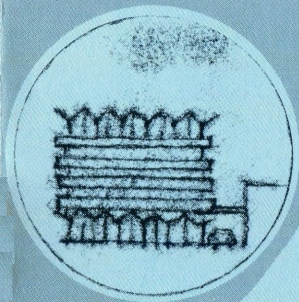
The Fox is the most conveniently located movie showplace in the city. It is near several hotels and motels, two blocks from the major expressway and within walking distance of the best restaurants and leading women's shops. In addition there is ample parking within a block of the theatre, most of it in the Fox Theatre's own parking lot, which is nearly a block square. Because of its proximity to the North Avenue or "Fox Theatre entrance" to and from the Northeast Expressway, it is no more than a twelve-minute drive from even the farthest "fringe motels." It is also outside the perimeter of the "traffic rush" areas.



Hotels



Motor Hotels



North Avenue



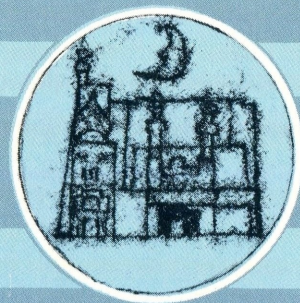
Georgia Tech

“FOX
THEATRE EXIT”

Northeast Expressway

West Peachtree Street

Peachtree Street



THE
FABULOUS
FOX

Ponce de Leon



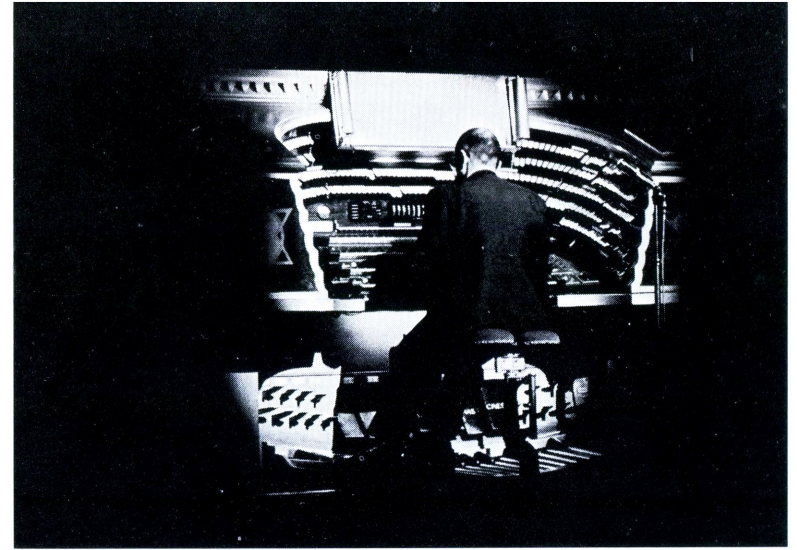
The Complete Showcase

The Atlanta Fox Theatre was one of the last great show palaces designed under the personal supervision of the late film magnate William Fox. It was completed in 1929 at a staggering cost of four-and-one-half-million dollars. Today the cost would be prohibitive.

Because it is the most respected and important theatre in the South, architects and designers are constantly studying the Fox and keeping it modern and up-to-date. As this is written plans are on the boards for changes in the theatre ten years from now. And as new motion picture innovations are introduced, the Fox will always be the first to determine their importance and to use them if they are worthwhile. In fact, the owners of the Fox spend more renovating the theatre than it costs to build some new theatres.

The architectural team of Marye, Alger and Vinour designed it to simulate a Moorish city, its terraces ascending to a bronze dome surrounding the mosque-like outside entrances, the inside designed so the 4,000 customers would be seated in what appeared to be a courtyard surrounded by castellated walls and guard towers. Overhead stars twinkle in an everlasting blue sky and clouds float wistfully by. A canopy, stained to imitate a Moorish tent, covers the balcony area. Mrs. William Fox was so excited by the prospect of the theatre that she personally supervised the selection of many of the genuine Moorish appointments.

Among its many points of interest are a door built in the shape of a keyhole, the hieroglyphics in the mezzanine ladies lounge and the elegantly appointed Arabian Men's smoker in the mezzanine.



The Moller Organ

Installed at the time the theatre was built, the fantastic Moller Organ is considered to be one of the two finest theatre organs in the world. There is still a controversy over whether the Fox or the Radio City organ is the world's largest.

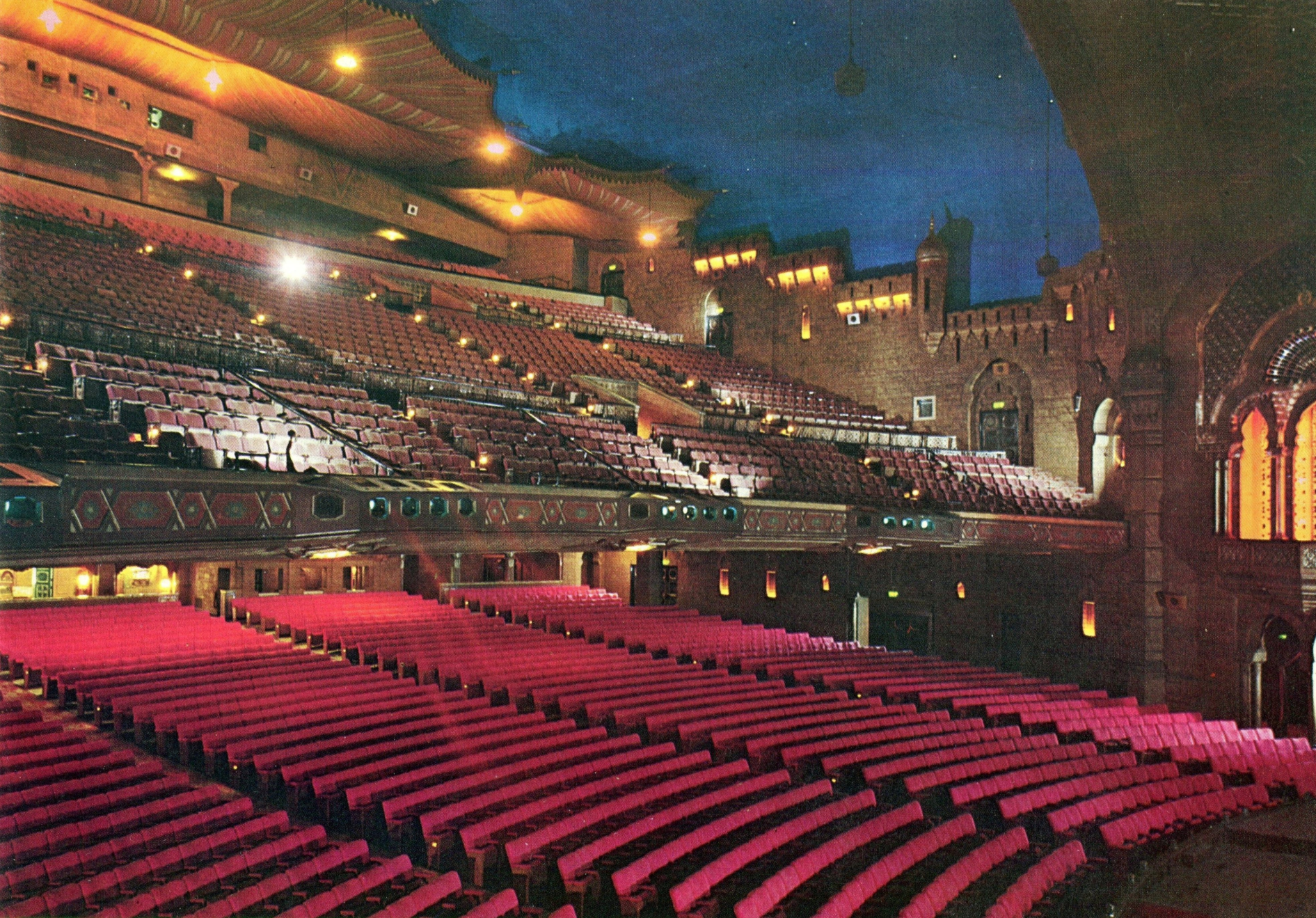
An amazingly complex instrument, it contains 376 stops and a variety of special effects through which it can simulate everything from exotic animal sounds to the blaring horns of a traffic jam. Its forty-five ranks of pipes were designed into special lofts at each side of the auditorium and over the stage. Special ten-minute concerts are held between shows on the weekends and during Sunday matinees.

The Perfect Showcase

Through the years, the management of the Fabulous Fox Theatre has always concentrated on selecting only the finest films to showcase in this famous theatre. It was one of the first theatres in the world to exhibit *The Robe*, the film which introduced CinemaScope, and then followed it with such films as *Giant*, *Auntie Mame*, *Peyton Place*, *Gypsy*, *The Carpetbaggers*, *Mister Roberts* and *The Guns of Navarone*.

The sound system is almost an attraction in its own right. When *Shane* appeared there, the stereophonic speakers were keyed so that the rumble of thunder actually rolled from one side of the theatre to the other and the roar of the *Guns of Navarone* could virtually be heard in the street. All of this ties in with the ageless philosophy of the Fabulous Fox: *To present the most exciting film fare to match the excitement of the theatre.*





This institutional brochure was commissioned by Fox manager Noble Arnold and promoted in *Atlanta Magazine*, April, 1965, in the ad on the facing page.

Manager Noble Arnold continued to maintain the Fox as Atlanta's first run movie house in the early 60's with the revitalization of the Moller organ in November, 1963 (courtesy Joe Patten), a restored vertical sign, and new orchestra level seating in 1964. This free brochure touted the improvements and includes photos of Bob Van Camp at the organ console.

The cover drawing shows the corner rooftop attraction board, which was installed in the late 40's and removed in the early 70's. It utilized electrified changeable letters on a steel frame.



What makes a motion picture theatre *FABULOUS*?

In Atlanta, the word "fabulous" usually refers only to the Fabulous Fox Theatre. Why? For these reasons:

Size. The Fox is the South's largest and the nation's second largest theatre. Second in size only to New York's Radio City Music Hall, the Fox has 4,000 luxurious and comfortable seats and parking area for 2,000 cars within one block. It also has the largest curved CinemaScope screen in the world.

Luxury. You must see the Fox to believe it. Moorish architecture, with thousands of dollars worth of 14-karat gold furnishings, castellated walls, and overhead stars that twinkle in the auditorium make the Fox a favorite place for tours by schools, visitors and conventioners.

Convenience. Only two blocks from the Northeast Expressway, you can now get to the Fox from the farthest point in Metropolitan Atlanta in 17 minutes by the Expressway system.

Motion Pictures. The Fox is the theatre of big pictures. This Spring and Summer, you will see such hits as "IN HARM'S WAY" with an all-star cast; the long awaited "HARLOW" and Elizabeth Taylor and Richard Burton in "THE SANDPIPER."

You are invited to tour this Atlanta landmark. Also, if you fill in and mail the coupon below, you will receive FREE a beautiful 12-page booklet filled with color pictures of the Fox as well as interesting information.

Fox Theatre
660 Peachtree St., N.E.
Atlanta, Georgia

Please send me a copy of the Fox Theatre brochure described above.

Name _____
Address _____
City _____ State _____

